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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/622,299	07/18/2003	Arvind N. Shah	CR44U-US	7273
60/723 AVON PRODUCTS, INC. AVON PLACE SUFFERN, NY 10901	7590 08/04/2008		EXAMINER KANTAMUNI, SHOBHA	
			ART UNIT 1617	PAPER NUMBER ELECTRONIC
		NOTIFICATION DATE 08/04/2008	DELIVERY MODE ELECTRONIC	

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

PATENT.DEPARTMENT@AVON.COM

<b>Office Action Summary</b>	<b>Application No.</b> 10/622,299	<b>Applicant(s)</b> SHAH ET AL.
	<b>Examiner</b> Shobha Kantamneni	<b>Art Unit</b> 1617

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

1) Responsive to communication(s) filed on 28 April 2008.  
 2a) This action is FINAL.      2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

4) Claim(s) 1, 5-14, 21-29 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) NONE is/are allowed.  
 6) Claim(s) 1, 5-14, 21-29 is/are rejected.  
 7) Claim(s) \_\_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) Notice of References Cited (PTO-892)  
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)  
 3) Information Disclosure Statement(s) (PTO/1648)  
 Paper No(s)/Mail Date \_\_\_\_\_

4) Interview Summary (PTO-413)  
 Paper No(s)/Mail Date \_\_\_\_\_  
 5) Notice of Informal Patent Application  
 6) Other: \_\_\_\_\_

**DETAILED ACTION**

Applicant's amendment filed on 04/28/2008, wherein claims 1, and 14 have been amended.

Applicant's amendment overcomes the rejection of claims 1, 5-14, and 21-29 under 35 U.S.C. 112, second paragraph, as being indefinite.

Claims 1, 5-14, and 21-29 are pending, and examined herein.

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1, 5-10, 13, 14, 21-26, 29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Tan et al. (US 6,511,672, PTO-892 of record), in view of Chapman et al. (US 3,647,492, PTO-892).

Tan et al. disclose cosmetic composition for topical application to skin comprising a first platelet of alumina treated with metal oxide such as iron-oxide, a second platelet for example mica, bismuth oxychloride, alumina, copper, bronze, silver or silica treated with a spherical scattering component. It is also taught that iron oxides as pigments

match the color of the skin i.e the first platelet alumina is matched in shade with a natural skin tone. See abstract; column 1, lines 19-21; col. 3, line 30-col. 4, line 22. It is disclosed that the two platelets together which include first platelet and second platelet form the mosaic which gently reflects light and matches the natural color of the skin. See column 3, lines 31-36. It is further taught that the composition comprising first platelet, and second platelet, which together match the natural color of the skin further comprises non-interference pigment. See column 9, claims 8-9. It is taught that the non-interference pigments provide color to match the color of the skin tone i.e the non-interference pigment component also matches the natural skin tone. See column 6, lines 22-26. The method of preparing the cosmetic composition by blending the platelets and pigments is also disclosed. See col. 8, claims 1-3. It is further disclosed that the combination of platelets and pigments creates a mosaic of color and optically manipulates light such that the lines, wrinkles, disfigurations and discolorations on the skin appear to substantially vanish and the net effect is the skin appears natural, luminous and flawless. See abstract; column 4, lines 20-21; column 6, lines 15-49; column 8, claims 1,3. Inorganic pigments, and organic pigments are used in the composition. The second platelet comprising bismuth oxychloride is present in an amount of 0.1 to 10.0 %, and the pigments are present in an amount of 0.05 to 50 % by weight. See column 4, lines 33-35; column 5, lines 12-15. The makeup products include foundations, blushes, pressed or loose powders, concealers, bronzers, lipsticks, lipglosses. Also the products can be in the form of gels, sticks, water-in oil emulsions, sprays, pressed or loose powders. See column 6, lines 59-66. For liquid foundation a

water-in-oil emulsion is preferred, and the oil component comprises a silicone oil. See column 7, lines 4-9; column 8, EXAMPLE 1.

Tan et al. do not explicitly teach bismuth oxychloride bonded to a colorant with calcium stearate as the second platelet in the composition therein.

Chapman et al. discloses cosmetic product which comprises bismuth oxychloride to which particles of the finely divided pigment are intimately bound by means of a binder such as calcium stearate. It is taught that simple mixtures of bismuth oxychloride with the color pigment but without the binder present generally fail to exhibit the pearlescent qualities of the unpigmented substrate. See abstract; column 2, lines 10-17.

It would have been obvious to a person of ordinary skill in the art at the time of invention to employ bismuth oxychloride bonded to a colorant with calcium stearate as the second platelet because 1) Tan teaches that the second platelet can be mica, bismuth oxychloride, alumina, copper or bronze etc., and 2) Chapman teaches that simple mixtures of bismuth oxychloride with the color pigment but without the binder present generally fail to exhibit the pearlescent qualities of the unpigmented substrate. Accordingly, one of ordinary skill in the art would have been motivated to employ bismuth oxychloride bonded to a colorant with calcium stearate with reasonable expectation of success of obtaining a composition that possess pearlescent qualities of bismuth oxychloride, and with reasonable expectation of success of obtaining a composition which matches the natural color of the skin on blending with the first platelet as taught by Tan et al.

Furthermore, as the teachings of Tan et al., and Chapman et al. renders the claimed composition obvious, the property of such a claimed composition will also be rendered obvious by the prior art teachings, since the properties, namely the pearlescent component matches in shade a natural skin tone, are inseparable from its composition. Therefore, if the prior art teaches the composition or renders the composition obvious, then the properties are also taught or rendered obvious by the prior art. *In re Spada*, 911 F.2d 705, 709, 15 USPQ 1655, 1658 (Fed. Cir. 1990.) See MPEP 2112.01. Further, note that Tan teaches that the two platelets together which include first platelet and second platelet form the mosaic which gently reflects light and matches the natural color of the skin.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 11-12, and 27-28 are rejected under 35 U.S.C. 103(a) as being unpatentable over Tan et al. in view of Chapman as applied to claims 1, 5-10, 13-14, 21-26, and 29 above, in view of Brieva et al. (US 5,800,816, PTO-892 of record).

Tan et al. is as discussed above.

Tan et al. does not teach that the silicone emulsion composition therein comprises isodecane, and the amount of isodecane.

Breiva et al. discloses a method of making water in silicone emulsion make up composition comprising silicone polymer, cyclomethiocone/dimethicone copolyol; pearlescent ingredient, mica; pigments such as red iron oxide, yellow iron oxide, and water is also disclosed. The composition can comprise from about 0.1-60 % of volatile components which include straight or branched chain hydrocarbons such as isododecane. See column 2, lines 44-46; EXAMPLE 2.

It would have been obvious to a person of ordinary skill in the art at the time of invention to employ isododecane in the compositions of Tan et al. because Breiva teaches analogous silicone emulsion compositions, useful as make up products containing additives such as isododecane.

It would have been obvious to one of ordinary skill in the art to employ the specific weight percentages of the isododecane as claimed in the instant invention because it is taught by Breiva that water in silicone emulsion make up composition comprising silicone polymer, cyclomethiocone/dimethicone copolyol; pearlescent ingredient, mica; pigments such as red iron oxide, yellow iron oxide, and water comprise from about 0.1-60 % of volatile components which include straight or branched chain hydrocarbons such as isododecane. Accordingly, Breiva teaches an analogous art comprising the instant isododecane within the amount ranges as claimed in the instant application. One would have been motivated to add isododecane in the weight percentage of the instant application to the composition of Tan et al. because as taught by Breiva, such preparations are useful as make up products.

It has been held that it is within the skill in the art to select optimal parameters, such as amounts of ingredients, in a composition in order to achieve a beneficial effect. See *In re Boesch*, 205 USPQ 215 (CCPA 1980).

***Response to Arguments***

Applicant's arguments with respect to claim rejections have been considered but are moot in view of the new ground(s) of rejection.

***Conclusion***

No claims are allowed.

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period, will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Shobha Kantamneni whose telephone number is 571-

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272-2930. The examiner can normally be reached on Tuesday-Thursday, 8.00am-4.00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sreeni Padmanabhan, Ph.D can be reached on 571-272-0629. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Shobha Kantamneni, Ph.D  
Patent Examiner  
Art Unit : 1617

/SREENI PADMANABHAN/

Supervisory Patent Examiner, Art Unit 1617